

## Consumer Advisory Group Tween Meeting—April 16, 2015

### Overview

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Wowza met with 11 members of the Consumer Advisory Group on March 13, 2015 and walked through the website prototype, distributed a worksheet for the cost data display, and utilized a discussion guide to facilitate conversations.

The feedback Wowza received from the Consumer Advisory Group are summarized below and will be used to help guide revisions to the CompareMaine data displays and content, in an effort to make the website more usable and understandable to the target audiences.

### Worksheet: Costs of Care Data Display

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Consumer Advisory Group members found the following most helpful/valuable:

- The ability to compare average total costs
- Patient experience data
- The ability to select an insurance company and set distance by zip code
- Number of procedures performed
- The simple layout and how the information is displayed
- The ability to see information on related measures
- The glossary
- The use of color coding – green, yellow and red data points
- The breakout of facility costs, the professional costs and the state average

The completed worksheets listed the following as opportunities for improvement:

- The font size and vibrancy of colors
- The data for Survey of Patients' Experiences and the color-coded meanings
- Highlighting practices that provide poor quality care
- Include the data source and time period
- Making it more obvious that information for uninsured are available on the site
- Include state averages for facility and professional costs
- Label the display "Cost of Care Information Display"
- It would be nice to have a list price and out-of-pocket price

## Facilitated Discussion

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### Selection Screen

After seeing how to access and interact with the cost data, what kind of content do you think we should put under Costs of Care to introduce this section?

- The question mark icon should be included in the introduction so people know that they can find additional information by clicking on them.
- Content should explain that the costs are averages and will differ depending on one's health insurance.
- Explain where the cost is coming from and how timely the data is – things that people would need to know in order to have confidence and trust in what they are seeing.
- Definitions of categories and the procedures, including if additional items are typically part of a visit that are not included in the cost data.

How would you use the “filter by body part” and what would you expect to happen? Do you find this functionality useful or confusing?

- Expect that one could click on a part of the body and related measures would appear that you could click on to see data for. If a data category, such as Office Visits, does not include measures that relate to a body part, the body would not appear.
- The diagram is good for deaf and those who are visual learners.
- Consider having male and female body graphics, and a second level that zooms in on a more detailed body part. For example, one could click on a head, and the graphic zooms in for a user to select eyes, nose, ears, etc.

### Cost of Care Data Display

What kind of information would you expect to find under the procedure name? What would be most helpful?

- Definition of the procedure
- Reminder that users can compare facilities
- Information about how to use the cost data and a reminder that high costs are not an indication of high quality

Would you use the number performed to make a decision? If so, how?

Yes – also interested in additional contextual information about the number performed, including the time frame and facility size.

Would you use the state average to make a decision? If so, how?

Yes – this is an important figure and should be highlighted more. It would also be interesting to see what the state average is for facility and professional costs.

How do you expect the last column, “Compare these hospitals on related measures” to work?

- People expected that changing the drop down would refresh the data that’s being displayed.
- The suggestion was made to modify the column header to, “Compare these hospitals on related quality measures.”
- This functionality is nice and clear, and provides people with options if they are interested in engaging with that part of the site.

How do you interpret the use of colors within the data display – green, yellow and red? Do the colors help you understand and use the data to make decisions?

- The colors are traffic light standards so they are easy to interpret.
- For the colored star symbols, want a legend to know if the colors and stars have two different meanings. There was also interest in knowing what the breakpoints are between the different level of stars (for example, the difference between four green stars and three yellow stars).

Do you think this data display will help people in making decisions about where to receive care?

Yes – To be more clear, the tab should be labeled cost and quality though.

### **Quality of Care Data Display**

The data display was well received, with many appreciating the use of symbols and ability to use the information to make a decision.

What are the symbols on this page communicating? Is there anything that you don’t like or find particularly confusing?

- The circle is neutral and the arrows indicate higher or lower performance, respectively
- Interested in learning the breakpoint for what is considered “Near Average”
- The star symbols are clear but can be misleading
- Interested in knowing the number performed

- Repeat the procedure name in the column header so it is clear what data a person is viewing

### **Profile**

The profile was well received and understood. Many liked the people symbols for patient experience, noting that the data feels humanized and is more easily understood than the stars.

### **Overall**

At the end of our time together, we went around the room and everyone shared their overall feedback of the prototype:

- Include a legend to help people distinguish the meaning of the colors.
- It would be nice to personalize the data by selecting an insurance company or uninsured at the onset. Site content should also describe the difference between professional and facility costs, noting that the facility cost is not dependent on the provider someone sees.
- Maine has the oldest average population in the country, making the visual aspects of the site - font size and colors - difficult for many to see. Consider modifying these aspects - light gray is especially difficult to see.
- The prototype is so much easier to follow than the existing website.
- The site receives high scores for clarity, but agree that some of the colors are hard to see. Include a lot of clickable question marks so users can quickly learn where the information is coming from.
- The prototype is great and the layout is very understandable. Appreciate that the site is being proactive with what CMS is doing with patient experience. Concerned that claims-based data may be problematic down the road.
- It is important for the website to be accessible in multiple languages.